

No.
213
Jan.
'80

MAD

OUR PRICE
40¢
STILL CHEAP



A MAD HAPPY
NEW YEAR TO ALL
OUR READERS

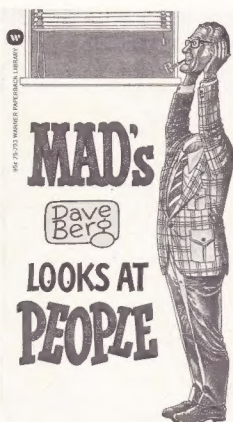


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| ~~180 The Omen~~ | 196 Close Encounters |
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| 182 The Shootist | 198 Saturday Night Fever |
| 183 Marathon Man | 199 Eight is too rough |
| 184 Obsession | 200 Punk & Love Boat |
| 185 King Kong | 201 Coma |
| 186 Network | 202 Star Wars Musical |
| ~~187 Charlie's Angels~~ | 203 Jaws II & The Hulk |
| 188 Christmas Issue | 204 Grease |
| ~~189 Rocky~~ | 205 Sesame Street |
| 190 Airport '77 | 206 Animal House |
| 191 Star Wars | 207 Heaven can wait |
| 192 That's Life | 208 Battlestar Galactica |
| 193 More Star Wars | 209 Superman |

Copies of the above are available for 35p each

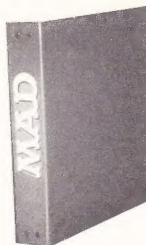
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Now you've bought 'em,
how are you going to look
after them?



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MAD

NUMBER ONE IN A FIELD OF ONE

"They really shouldn't ban praying in public schools! After all, that was the only way most of us got through!"—Alfred E. Neuman

William M. Gaines *publisher* Albert B. Feldstein *editor*
 John Putnam *art director* Leonard Brenner *production*
 Jerry De Fuccio, Nick Meglin *associate editors*
 Contributing Artists and Writers
the usual gang of idiots

BRITISH EDITION

RON LETCHFORD *publisher & editor*
 CLIVE CHARLES *subscriptions*

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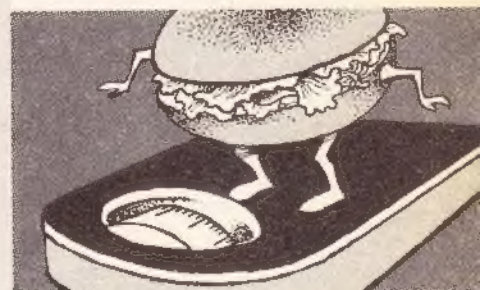
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1/32 OF A POUND



WHY
ASSUME
IT MAKES
SENSE...?
Pg.32





MAD MAIL

THE GAME OF THE NAME



SUPERMAN

Dear Mad,

Have just seen issue 209—Super, man. It was the greatest, and the artwork was out of this world. Keep it up!
Ron Holmes
Henley on Thames

Dear Mad,

It was super, super, and super! Can't wait for Son of Superman!!
Danny Jacobs
Leeds
We can't and we're not going to!

HUMILITY

Dear Mad Editors,

I am just writing to say how much I enjoyed your article on "What Is Humility?"

Tom Koch's excellent writing coupled with Sergio's artwork made this the best item in the issue. Let's have some more like this please!
Jill Harvey
Bristol

Dear Mad Team,

Being ever so 'umble, can I crave your indulgence to say, begging your pardon like, how much I liked your feature on "Humility".
Your 'umble servant
Woking.

Dear Mad,

What's all this 'Humility' lark? All this writing in MAD makes it hard for us readers to understand. I have enough trouble reading the balloons in the 'send-ups' so don't do anymore like this will you?

Tom Gibbons
Reading

MEANWHILE, BACK AT THE KLAN...

As both the director and star of "Animal House," we would like to thank MAD Magazine for offending the Ku Klux Klan (Letters Dept., Sept. '79) in your "Abominal House" satire. It is an honor to be associated with any insult to the Klan.

John Landis
John Belushi
Universal City Studios
Universal City, Calif.

TV RATINGS

Dear Editor,

You've got it all wrong with your TV Ratings feature. I live in Salop and enjoyed watching Happy Days!

P. Parrot
Shrewsbury

With a name like that we think we got it right!

Dear Mad Editors,

I've always wondered what Alfred E. Neuman's head looked like from the side. After much thought I took an axe and chopped out the dear lad's head from a recent issue.

I then looked at it from the side. Imagine my surprise when I found out that he had a one dimensional head. You're probably as surprised as me, I didn't even know he had one dimension!
Jason Hoyle
Sheffield

Dear Editors,

Your magazine is crummy, stupid, idiotic, queer, dumb and sickenly retooling and MAD... just the way I like them!

Anyway, MAD 207 is your best so far. "Heaving Can Wait" was super, but "Reject UFO's" was the best! The tennis Primer was excellent, well... Good grief, everything was good. As for "Parents Are Unconstitutional", it was if you spied on my parents to get the ideas!
Mike Taft
London, NW11

Dear Mad,

I have noticed a couple of magazines around which look like attempts to copy MAD. Are they anything to do with you?

John Davies
Tooting

Yes, there are a couple of what appear to be magazines around these days and NO they aren't anything to do with us! On the basis that imitation is the greatest form of flattery, we suppose we should be flattered but they aren't even good imitations! Leave them alone, they'll go away!

I'd like to share an intriguing pastime with your readers: trying to guess the title of Dave Berg's "The Lighter Side Of..." by reading the article, starting on the last page. It's a lot trickier than you might think. It's fun to see how many panels it takes to guess it right, or who among your friends can guess it first. As a college math teacher, I find it a challenging recreation.

Bill Leonard
Berkeley.

MAD TENNIS PRIMER

Dear Mad,

Seeing that Borg is my pet hate I loved your front cover for July. The Tennis Primer was pretty good too! In fact it's looking rather tatty now having gone the rounds at my local tennis club!

John Genery
Luton

Next time tell them to buy their own copies the cheapskates!

Dear Mad,

Having read your "MAD Tennis Primer" I thought you should know that our tennis pro says that chapter six would be impossible. He would have to throw a ball over the net every 1.5 seconds. What have you got to say about that?

Gerry Peters
St. Albans

Who said he was throwing them one at a time? Our guy was throwing them four at a time with a six second interval! Game, set and match to us!!

COVER PRICE

Due to increases in cost of Paper, Labour and Transport we are reluctantly forced to increase the price of MAD to 40p.

We very much regret having to do this but hope you will appreciate it is very much outside of our control.

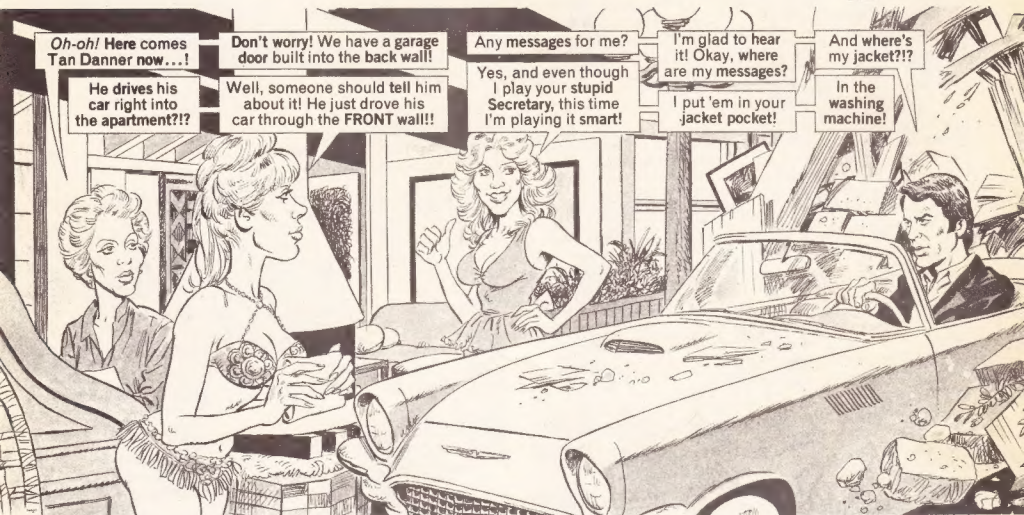
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SHOOTING CRAP DEPT.

There's a popular television show that uses Las Vegas as its background, and a lot of nifty-looking young show girls as its foreground. That much is pleasantly clear. It's the plots of this private-eye-type weekly adventure series that seem

VAGUE-\$



ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO



Will you help me?

I'd like to, but I can't! I'm working on another case now!

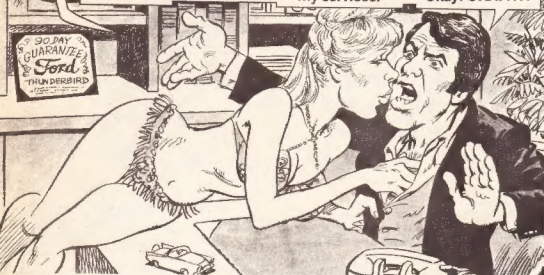
You're NOT working on another case!

I know! But one of the gimmicks in this series is having the clients **BEG** for my services!

Oh, please, Mr. Danner! Pretty please!! Pretty please with sugar on it?!

Okay! OKAY...!

30 DAY GUARANTEE
Ford's
THIN PREPARED

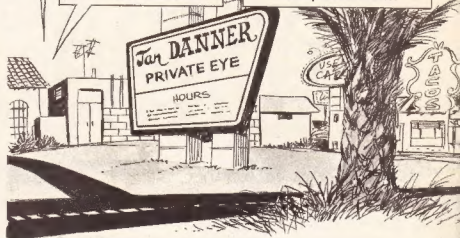


Where do you practice your brain surgery, Dr.?

At "Our Lady Of The Crap Tables Hospital"! The slogan for our hospital is, "Check in with us, and take the **ULTIMATE GAMBLE!**"!

Tell me, Dr. VaVoom... do you have any enemies?

Just my patients! I mean... the people I've operated on! I mean... the **NEXT OF KIN** of the people I've operated on!!



Any other enemies?

Well, there's my ex-Husband! When I divorced him, he swore he'd kill me!

Well, it CAN't be him! That's **TOO** obvious!

Too obvious for **OTHER** shows, maybe! But just about right for **THIS** one! Remember, we can't take too much time for plot, or it'll take away from our shots of Las Vegas, and our interminable car chases!



Don't take the case, Danner, or I'll cut you up in 24 little pieces and bake you into a pie!!

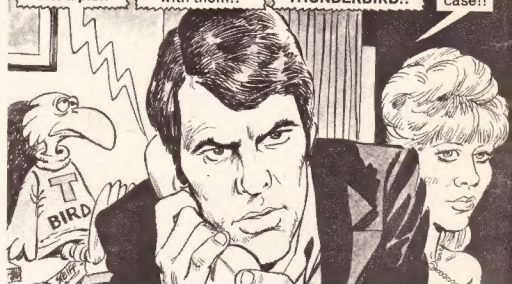
I don't scare so easy, Mister...!

Then I'll cut out your vocal chords and tie my shoes with them!!

Look, I'm a busy man! Got anything **IMPORTANT** to say?

Yeah! Then I'll scratch your red **THUNDERBIRD!**

What case? I'm not on any case!!



Awgee, while I was talking, did you trace the call?

Yes, I did! See? I'm not so dumb! The call went down this little wire and into that wall there!

And you wonder why you haven't been appearing on the show every week, lately...?!

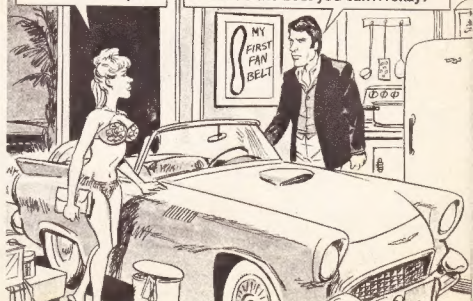
This show is on **EVERY WEEK!!!** When did **THAT** start?!? Gee, I thought it was a **MONTHLY "SPECIAL"!!!**



How are you going to get home, Dr.?

I called a cab... but it blew up!!

Hmmm! I'll drive you home! Now... I want you to keep a **LOW PROFILE!** I realize that, with that **BODY** of yours, it's an impossible request, but do the best you can... okay?



Hmmm! This is unusual! We're being followed!

Not while I'm still on my DRIVEWAY!! Let's get out on the open road and give 'em some REAL following room!

What's unusual about that? You get followed EVERY week!



The way you drive through this town, I'm amazed that the Police haven't pulled your license!

I'm too smart for that kind of thing! I don't HAVE a license!



Do you think you should be driving down this Main St. sidewalk with so many pedestrians around?

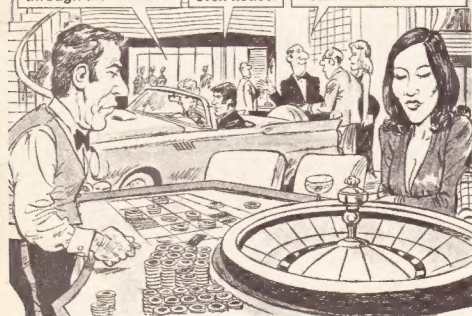
Why not? They came to Las Vegas to gamble! Walking on any street I drive on is a gamble!!



When I mentioned we should get off the sidewalk, I DIDN'T mean we should drive through the HOTELS!

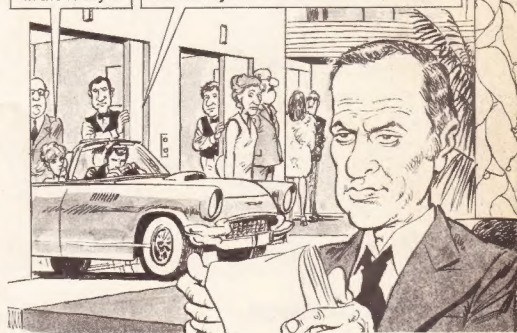
Don't worry! This town is so INSANE, no one will even notice!

The "Men's Room"? See that Thunderbird that just drove by us...? Follow it up those stairs and take a left!



Hey, isn't that TONY CURTIS—sitting there in the lobby??

Yeah! He's reading the fine print in his contract! When our Producers told him he'd appear every week, he never realized they meant only in the OPENING TITLE SCENES!



That was some car chase! I don't know how you did it, but you lost them!!

I think I shook them in the Supermarket... or maybe it was when I made that U-turn inside the Church! Now, go lock yourself in, and call me if anything happens...

But—But, Mr. Danner! I don't live HERE!!

So walk home! I can't have a good car chase... and have a destination in mind, too!!



Boy, Officer... when you said I'd see a real Las Vegas "Line-Up"... you weren't kidding!!



Hi, there gorgeous! — I need some help! I've got a problem!

What makes you think you can march in here, week after week, with sketchy details, and use me to find out important information for your clients?!

Just because I'm getting on in years, and I'm lonely, and you're this young, good-looking, tall, dark macho-type...

What do you want, Tan...? I'll do ANYTHING you want!

I need some information on my client's former Husband!

That's it? No name? No address? No description? No picture? No license number?

U/p... Okay! Okay! I'll FIND your villain! How much time do I have?

Four minutes!

Gee! That's a lot longer than usual!

Hey, Feller, look at this muscle!



Tan, this is Dr. VaVoom!! Somebody just fired a SHOT through my window!

I can't come over right now! I'm busy driving my car back and forth in front of "The Desert Inn" so they'll get some more free exposure... and we'll get some more free rooms for our cast and crew!

But, I'll tell you what... I'll send over my Assistant, Finzter!

Will he be able to protect me?

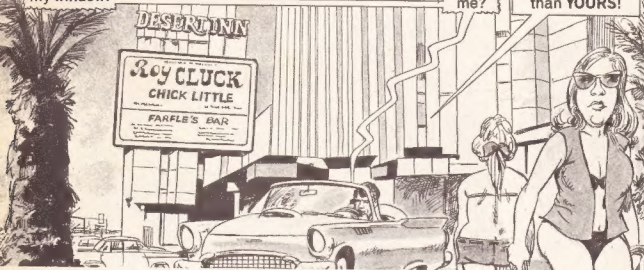
No, but he'll do his usual silly things... and whoever has the gun will be more inclined to try to end HIS life than YOURS!

Hi, there! I'm Finzter!

Oh... hello! I'm Dr. VaVoom!

Well, I hope you never get a chest cold, Doc! Because with a shape like that, it could be fatal!

Danner was RIGHT! If I had a gun, I'd shoot you myself!!



Gun? Shoot? Hey, wait a minute! I'm not INTO Crime! I'm just the "COMEDY RELIEF" on this show!

The "COMEDY RELIEF" on this show?! With THESE plots? That's Steve Martin needs "Comedy Relief"!!

Mr. Danner... I have your weekly "Heart Of Gold" telephone call on the line!

Tan, this is Gloria! I kind of want to thank you for what you did!

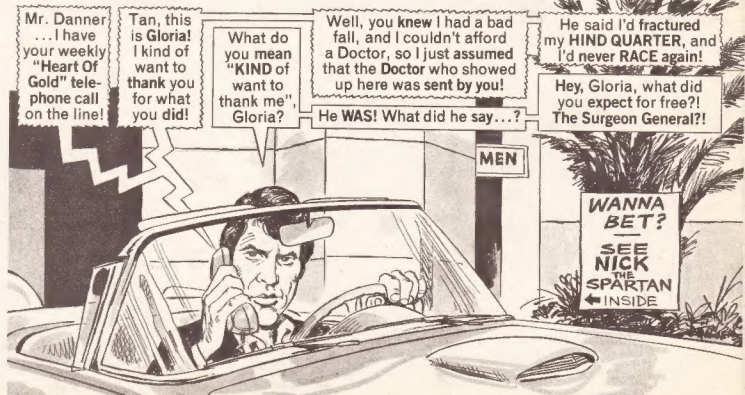
What do you mean "KIND of want to thank me", Gloria?

Well, you knew I had a bad fall, and I couldn't afford a Doctor, so I just assumed that the Doctor who showed up here was sent by you!

He WAS! What did he say...?

He said I'd fractured my HIND QUARTER, and I'd never RACE again!

Hey, Gloria, what did you expect for free?! The Surgeon General?!





Is it really true Tan has a soft spot in his heart?

Let's put it this way! Three weeks ago, some hood spent every dime he had to have Tan rubbed out about it, he lent the hood \$500 until he could get back on his feet again!

No wonder you two are such a great team! He has a soft spot in his **HEART**—and you've got a soft spot in your **HEAD**!



Here's your info! For a clue, you gave me "client's former Husband"! So I fed "Divorced Male," "Las Vegas Resident" and—since she hired you—"capable of committing crime" into the computer and came up with **TWO POSSIBILITIES**!

Two possibilities? **TWO??** Now I'm supposed to find out **WHICH ONE**? Sure, leave the **HARD Detective Work to ME!!**

One of the two is deceased!!

Well, that makes it a **LITTLE EASIER!!**



Boy, you want it real easy, huh?

What easy? I take a lot of chances in my work! There might be a contract out on me right now!

There's no chance of that, so don't worry!

Yeah...? Who told you that? Some thug??

No... your Agent!



Don't open that door! It could be a trap!

Who is it, please?

You can open it!

Well, in that case, he can't charge too much!

I've got my sense of humor!

But I don't **HAVE** a swimming pool!

You know, Mr. Danner and his dumb Secretary make it on their looks! You have nothing going for you at all!

Like I said... **NOTHING** at all!!



Excuse me! Did I say, "Swimming Pool Cleaner"? I meant to say "Plumber"!

I didn't call a Plumber!

How about Telephone Repair?

My telephone is working!

Salesman calling!

What are you selling?

Swimming Pools... and I **KNOW** you don't have one!



Go away! I am **NOT** going to open this door!

I'll bet I can get you to open it...

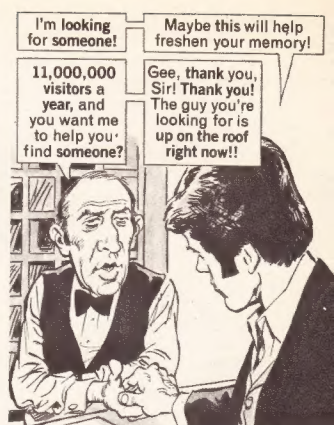
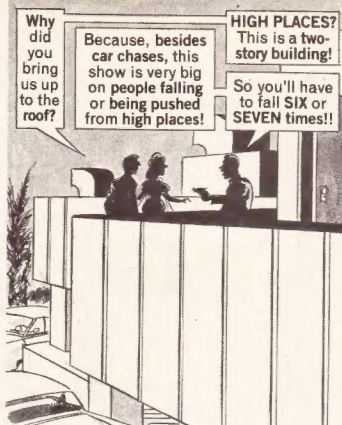
Knock knock!

Who's there?

Script Doctor!

WAIT! I'm opening the door! Stay there! Don't go away!!





ALL KIDDING A SNIDE DEPT.

There's always one person in every crowd who keeps the gang in stitches with his steady barrage of clever insults about everybody and everything under the sun. Chances are that you secretly admire the amateur David Frost in your group because of his quick wit, but you also hate him because you're one of the clods he keeps insulting. Well, it doesn't have to be that way, friends. You, too, can become a bubbling fountain of cruelty, taking pot shots at renowned people, places and things. To demonstrate the art of looking at the world with a perpetual sneer, we now offer the first (and only) volume of . . .

THE MAD NASTY BOOK

ARTIST HARRY NORTH, ESQ.

WRITER TOM KOCH

FRANK SINATRA



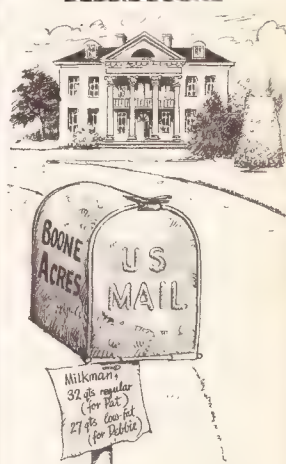
- 1 . . . keeps all those muscle men around because he needs help lacing up his corset.
- 2 . . . is remembered by your parents as a crooner who sang on key as recently as 1958.
- 3 . . . never drinks before lunch because he's never awake before lunch.
- 4 . . . only claims to be Italian so his pals in the Mafia will accept him as an equal.
- 5 . . . has such a violent temper that even his bodyguards hire bodyguards.

DISCOTHEQUES



- 1 . . . are not hazardous to your health, assuming you've already lost your hearing and sanity somewhere else.
- 2 . . . shine bright lights in your face so you'll never notice that they don't have live entertainment.
- 3 . . . are really just hiding places for people who dress too ridiculously to be seen on the streets.
- 4 . . . are the only entertainment spots that have their best entertainment in the car park.
- 5 . . . are nice places to spend five quid listening to the same records you could hear at home for nothing.

DEBBIE BOONE



- 1 . . . is a lot like her father, except that she weighs more.
- 2 . . . will never become another Mary Whitehouse because she's not as good at expressing her prejudices.
- 3 . . . is so overly pure and sweet that she was even rejected for membership in the Osmond family.
- 4 . . . may be the descendant of Daniel Boone, who was never noted for his great singing voice either.
- 5 . . . apparently is trying to make a lifetime career out of one hit song.

NEWS OF THE WORLD



1... runs Jackie Onassis stories every week because there's never enough news about two-headed chickens to fill the paper.

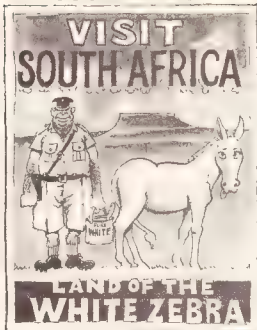
2... provides entertainment for those who aren't quite bright enough to understand "Hee-Haw".

3... offers comfort to scholars who fear that modern civilisation may be progressing too fast.

4... runs all the news that's fit to print in a small box on page 28.

5... will quote any psychic—except the ones who foresee coming lawsuits against the *News Of The World*.

SOUTH AFRICA



1... is a terrible place to visit, but you wouldn't want to live there.

2... is a shopper's paradise, assuming the main things you're shopping for are Kruggerands and slaves.

3... is one of the few countries with two national languages, and the only country that can't talk sense in either of them.

4... doesn't enter the Olympics because its athletes only run fast when they're waving guns and chasing black people.

5... is looking forward to the year 2000 so it can start the 19th century again.

ILIE NASTASE



1... always gestures with his middle finger because he thinks it's rude to use the same finger he picks his nose with.

2... is the only person in the world who can make Jimmy Connors seem like a gentleman.

3... somehow thinks he's psyching out an opponent when he's really just making a complete ass of himself.

4... is a fun guy to have around, assuming you enjoy being screamed at in Roumanian.

5... refuses to cut his hair shorter because he knows it would cause him to look even more like Harvey Smith.

FAST FOOD JOINTS



1... have shown us it's possible to get indigestion and malnutrition at the same time.

2... now offer warm lard in a total of 83 fascinating flavours.

3... have to cut corners by serving lousy food so they can afford more TV commercials to sell it.

4... are the only places that make you stand in a queue and then pay money before you get poisoned.

5... serve everything wrapped in paper and plastic so you can follow the trail of litter to their nearest outlet.

"CHARLIE'S ANGELS"



1... can change cast members each season without having it noticed because nobody ever looks at their faces.

2... has added a whole new dimension to TV drama-shallowness.

3... is the most realistic action show to hit television since Woody Woodpecker retired.

4... is enjoyed by viewers who aren't smart enough to understand anything else on TV except the test pattern.

5... used scripts that were rejected for cheap porno films because the plots were too unbelievable.

JOHN TRAVOLTA



1... has an amazing natural talent for playing dumb, inarticulate high school drop-outs.

2... only seems to have a sexy walk because he wears bed springs inside his shoes.

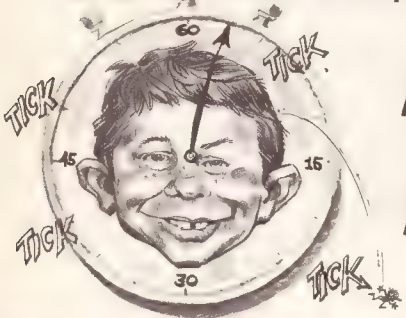
3... may be the biggest new star to hit Hollywood since Frankie Avalon.

4... got a degree in mumbling at the Marlon Brando School of Speech.

5... had his chin dimpled by the same plastic surgeon who brought fame to Kirk Douglas.

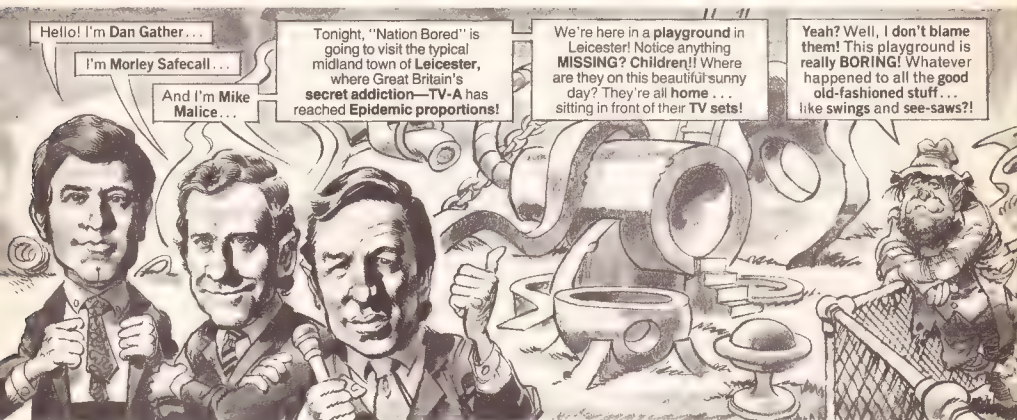
SCHLOCK WATCH DEPT.

Alcoholism and narcotics have been given reams of publicity by the mass media, but the worst addiction of all . . . "TV-A" . . . "Television Addiction" . . . has been ignored. In fact, the media has acted as if "TV-A" doesn't exist, even though it affects almost every family in England. So join us now as we tear away the curtain of secrecy and take a MAD sixty-second* look at "TV-A" in this special version of that nightly insight into the news . . .



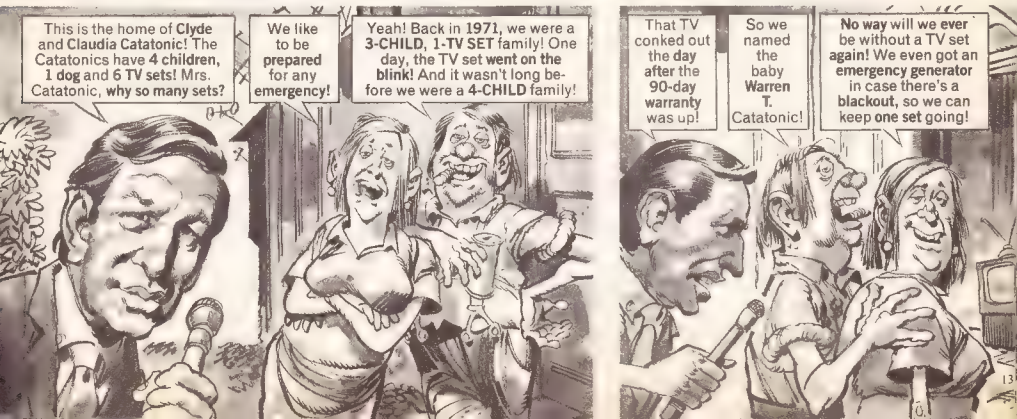
NATION * BORED

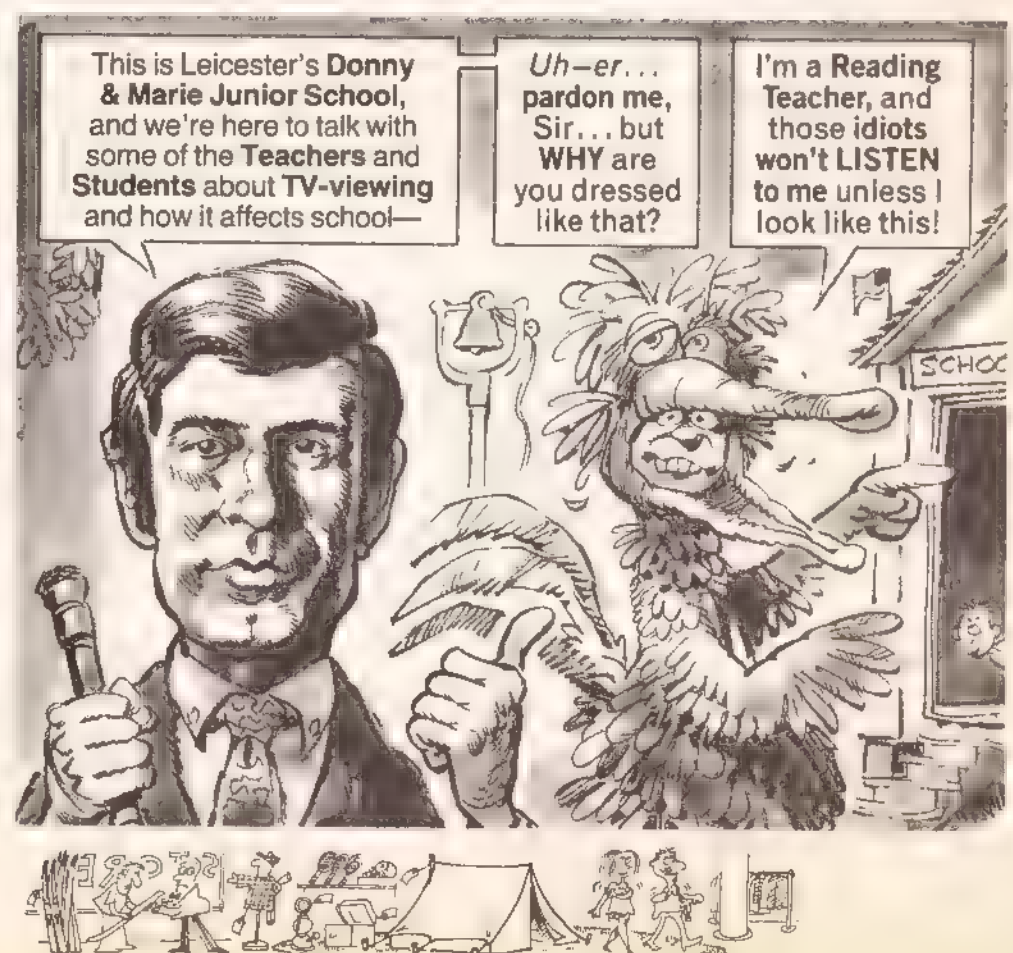
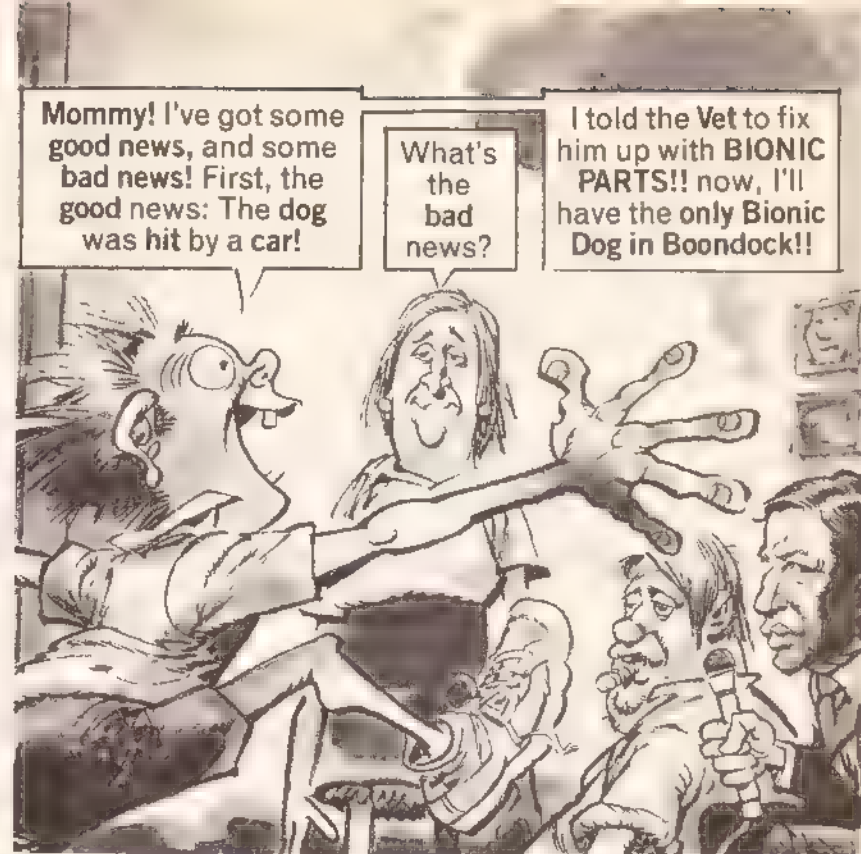
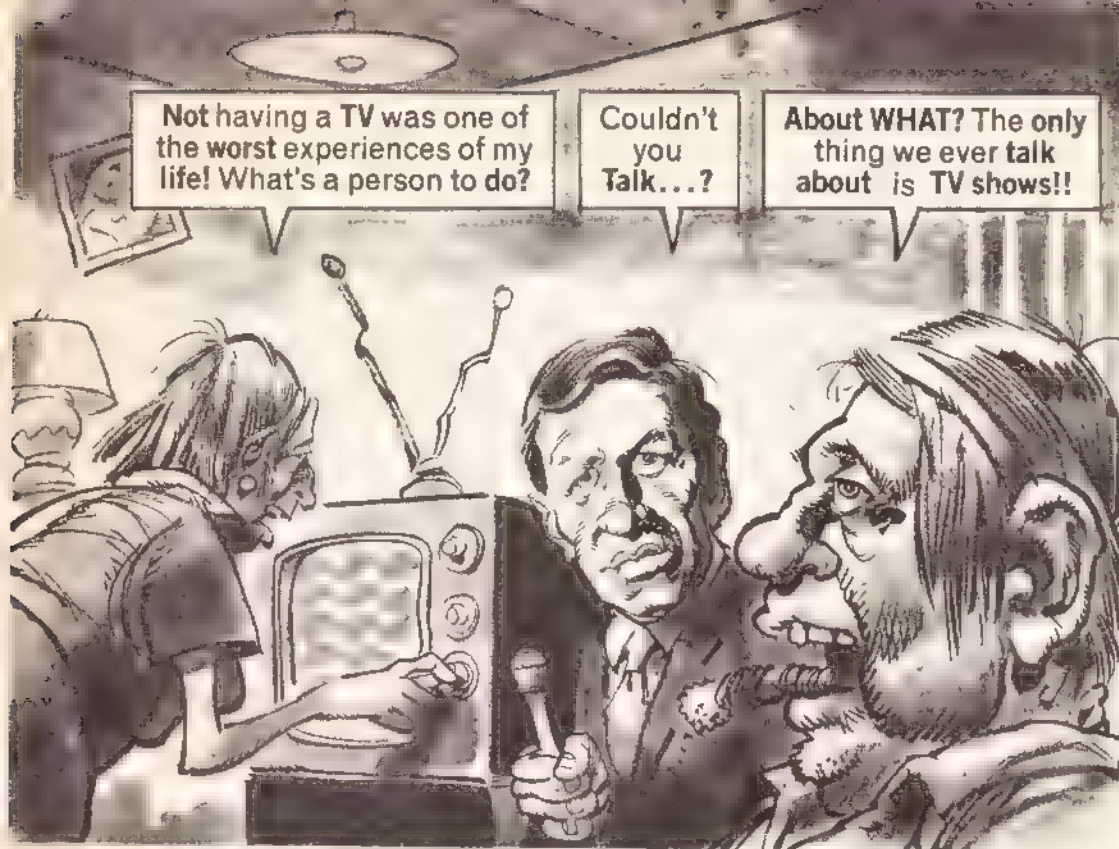
*WHICH IS ABOUT ALL THE
TIME THIS ARTICLE DESERVES



ARTIST: JACK DAVIS

WRITER: LOU SILVERSTONE





It's embarrassing... a grown man with a Master's degree, parading around like a golden chicken! And THEN those morons will only listen to me for four minutes because, thanks to TV, that's the length of their attention span!

Hey, Man, what are YOU complaining about? You should try teaching MATH!! I've got to contort myself into the shapes of the numbers!! You think it's EASY... trying to make yourself into a number THREE?!!



This is Mr. Gather, from MAD Magazine!

What's a magazine?

I know!! That's what my Father looks in, to see what's on TV!



This is the Sports Master! Have your lads learned anything from watching the Pros play on TV?

Sure! They've learned how to prance around in the penalty area, and fake a foul! Too bad they haven't learned how to score!

They're also great at shouting "We Are The Greatest!"... and they can say, "I use Bruti!" with a Henry Cooper accent! But I wish they'd pick up something useful, like a little violence!



This is a "TV-A Clinic" run by Dr. Welby Marcus, one of the nation's leading experts on TV-Addiction! Dr. Marcus, what steps have you taken to find a cure for "TV-A"?

Well, I limit myself to four hours of TV-viewing a day, but believe me, it's not easy!



I meant—what steps have you taken to cure others?

Oh! We were conducting some meaningful experiments, exposing lab animals to TV for 24 hours a day, but the RSPCA made us stop! They said it was cruel and inhumane treatment!

Doctor... may we see some of your patients?

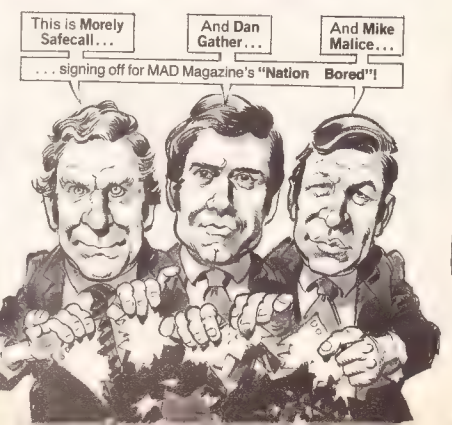
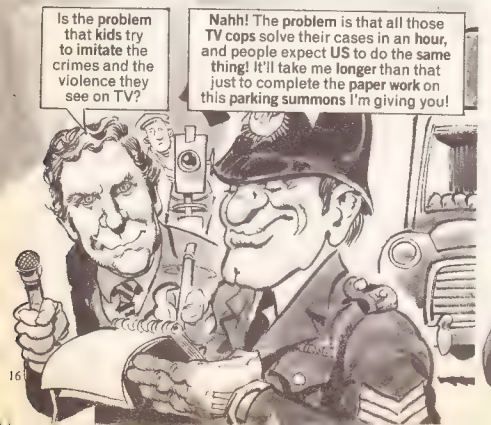
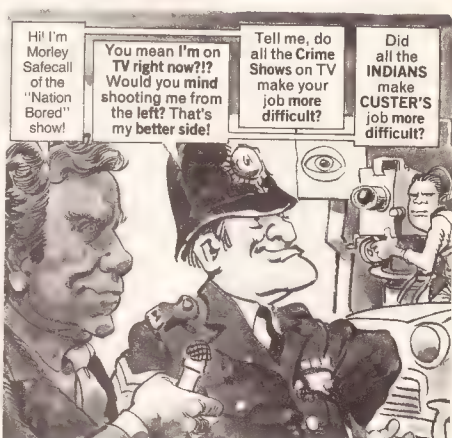
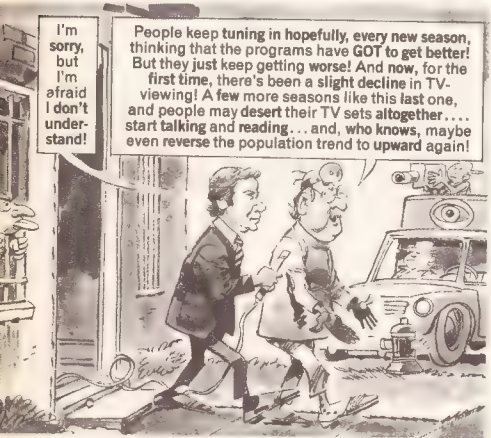
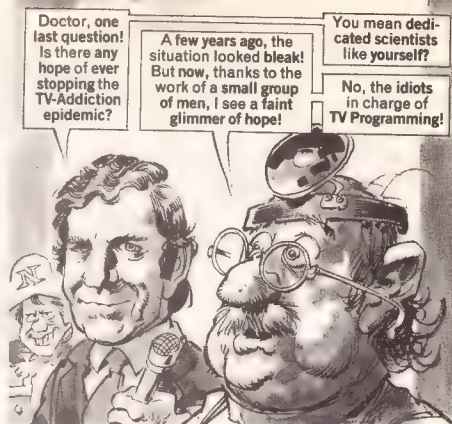
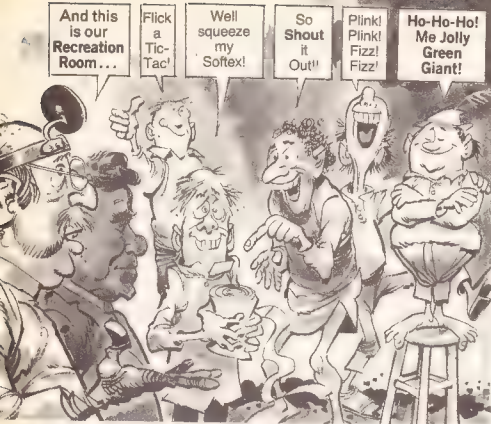
Okay... but let me warn you! It's not a pretty sight! Any of your readers who may be a little bit squeamish better skip the next few panels!



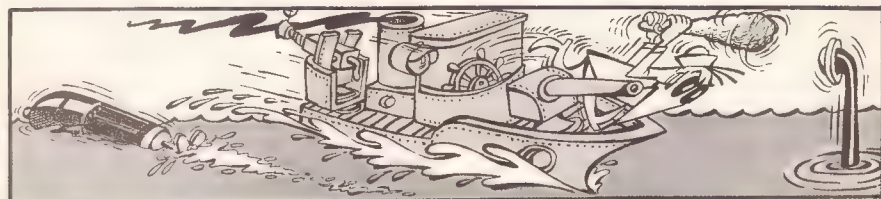
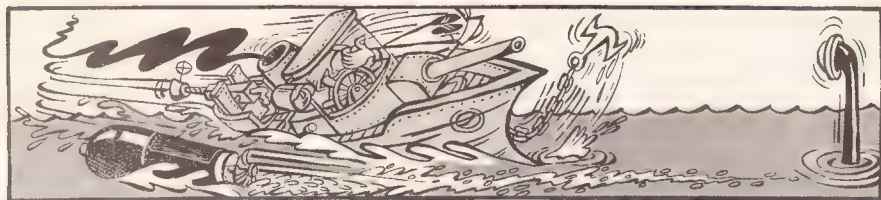
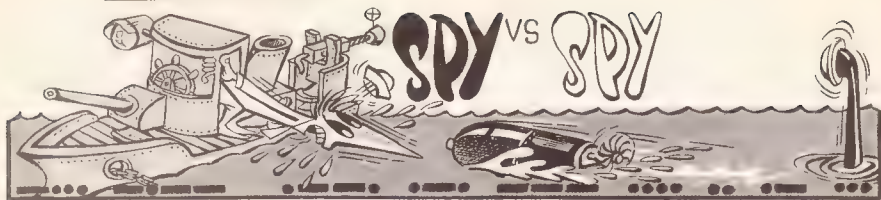
We're attempting to cure THIS poor devil by "cold turkey"! He's locked in there without a TV set!

Please! I have to see TV! Anything? "Donny & Marie"! A laxative commercial! The test card! Just turn on a set and turn it off again, and le'me watch the little white dot disappear! Help!!





SPY VS SPY



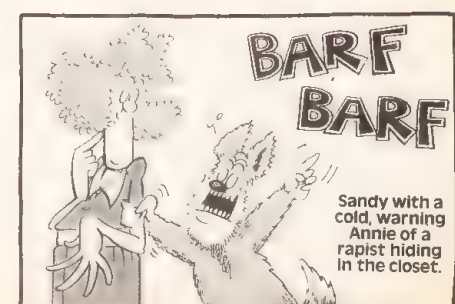
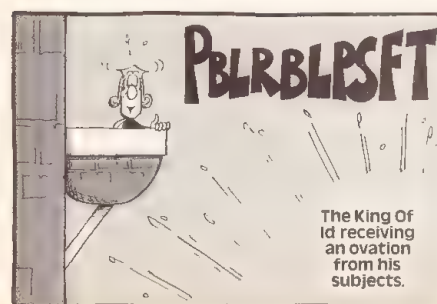
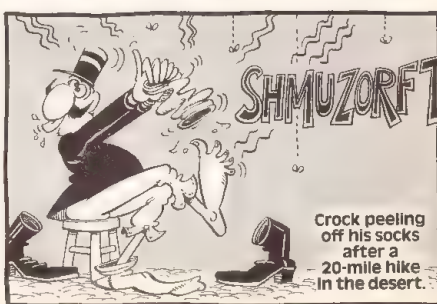
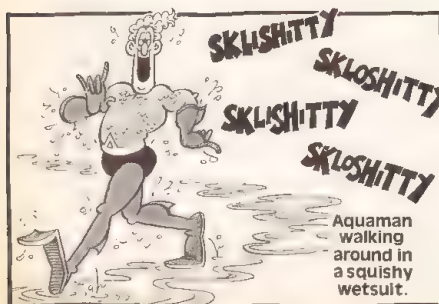
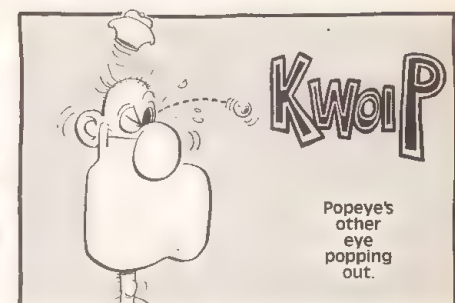
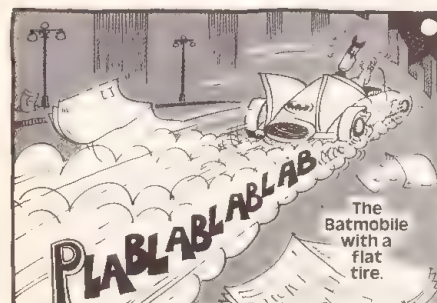
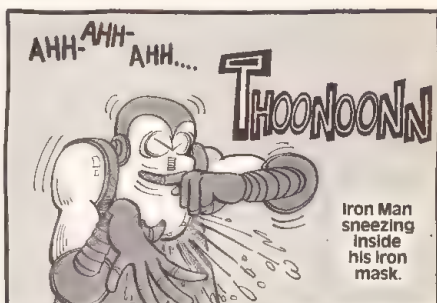
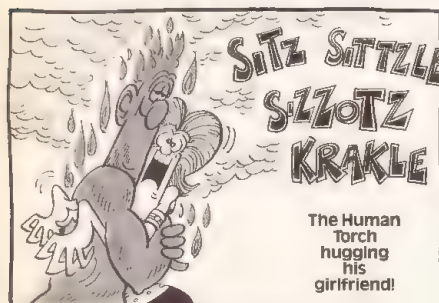
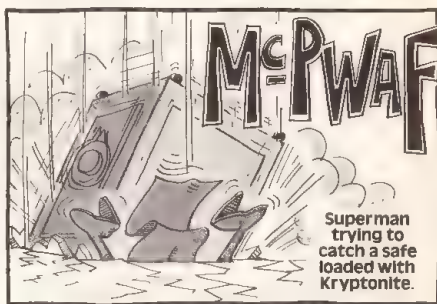
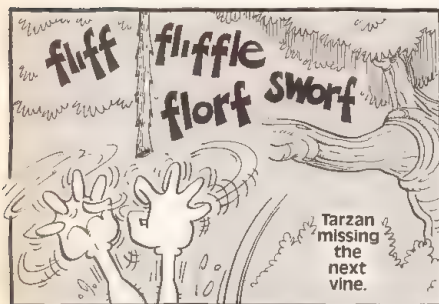
DON MARTIN'S GUIDE TO SOME VERY OBSCURE

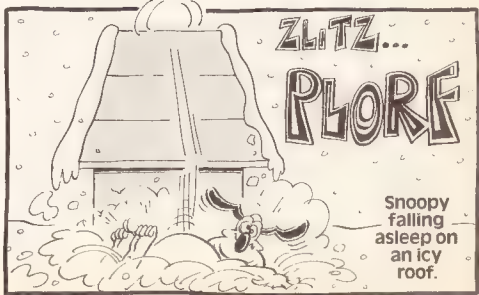
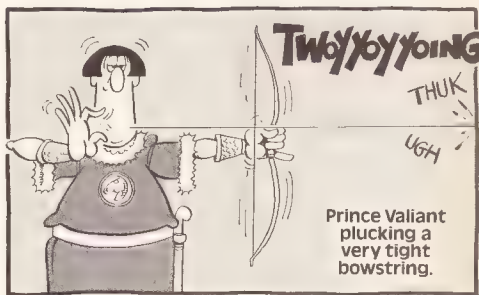
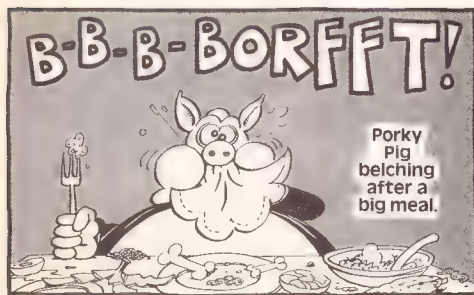
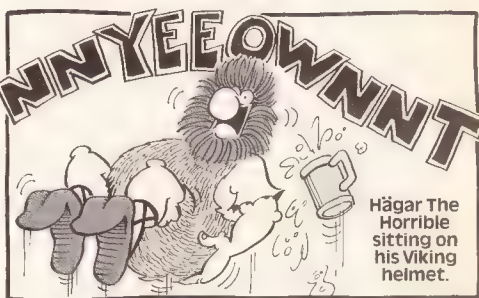
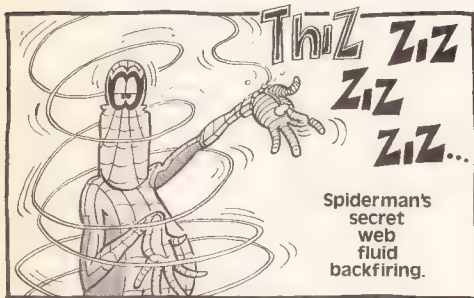
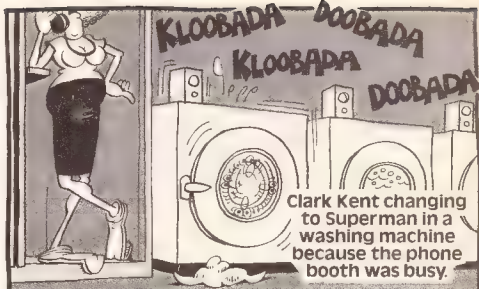
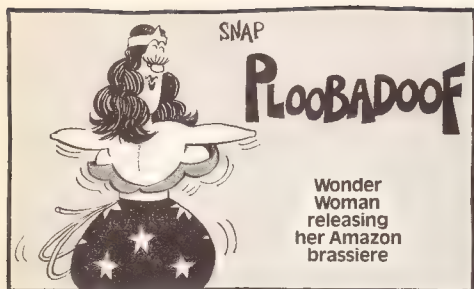
COMICS

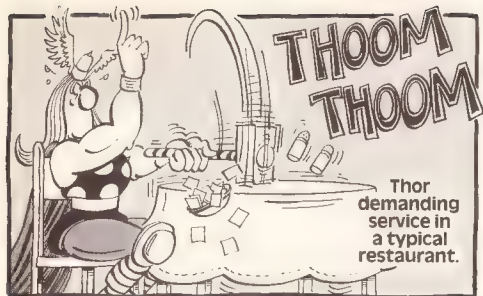
ARTIST DON MARTIN

SOUND EFFECTS

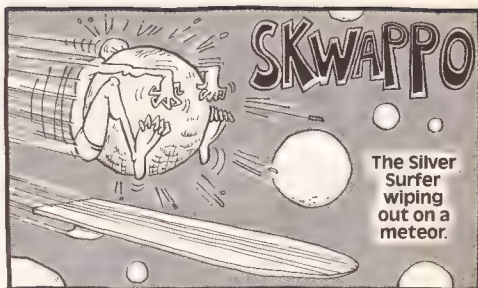
WRITER DON EDWING



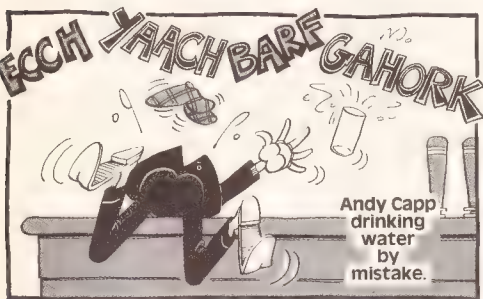




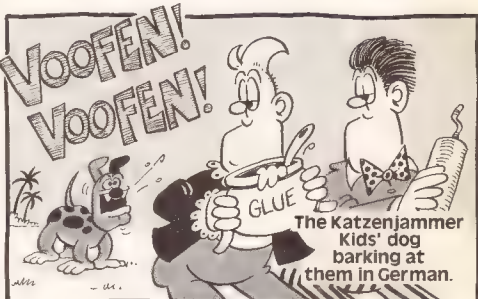
Thor
demanding
service in
a typical
restaurant.



The Silver
Surfer
wiping
out on a
meteor.



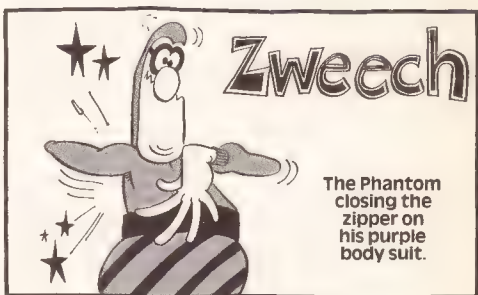
Andy Capp
drinking
water
by
mistake.



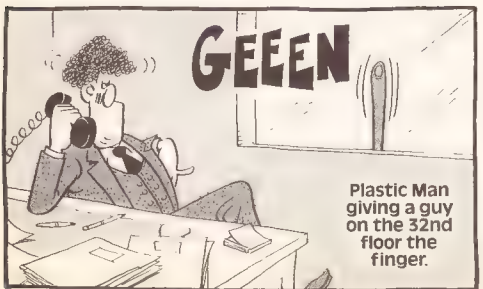
The Katzenjammer
Kids' dog
barking at
them in German.



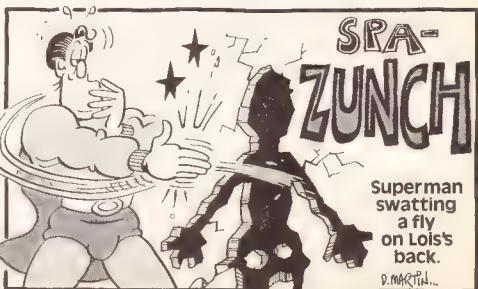
Olive Oyl
falling down a
sidewalk grate
and being saved
by her nose.



The Phantom
closing the
zipper on
his purple
body suit.



Plastic Man
giving a guy
on the 32nd
floor the
finger.



Superman
swatting
a fly
on Lois's
back.

D. MARTIN...

MAD'S ALL INCLUSIVE DO-IT-YOURSELF

WRITER FRANK JACOBS

"Dear John Letter"



Dear John,

I don't know quite how to tell you this, but

① _____, I think I first knew

it ② _____ ③ _____, and I saw you

④ _____ ⑤ _____, I'm

sure you're ⑥ _____ enough to see

⑦ _____.

I'm returning ⑧ _____, but I'm

holding on to ⑨ _____ as a keepsake.

I want you to know that I'll ⑩ _____

your ⑪ _____.

⑫ _____.

Wilma

1

our romance is over
our affair is dead
I'm entering a convent
I loathe you
our horoscopes clash
you're an idiot
you need to bathe more
I'm a streetwalker
your nostrils offend me
there's a contract out for you
you're a slob
I'm in love with your sister

2

that night
last year
nude bathing
tripping on tangerine seeds
last April Fool's day
when you shackled me
when I saw that shrunken head
when I threw up
when your dwarf bit me
reciting "Gunga Din"
swapping tennis shoes
when your sheepdog went berserk

3

in your pad
in your camper
outside Bootle
under the bus
in your closet
while eating onions
in drag
at the Hare Krishna meeting
on the farm
in a trance
with Wedgewood Benn

4

make a pass at
insult
ignore
punch out
pour syrup over
carve your initials on
tear the clothes off
apply leeches to
render impotent
yank the toupee off
sit on
exercise

5

my best friend
my father
Robin Day
my whoopee cushion
my spinech soufflé
Eric and Ernie
my avocado plant
my penpal in Shane
my Mad Magazine collection
the Arsenal forward line
the Maggie Thatcher statue
that crazed monk

6

man
sensitive
open-minded
ashamed
stoned
gutless
scarred
Mongol
masochistic
senile
Right Wing
Frostbitten

7

how miserable I've been
what a bore you are
your Datsun stinks
your sore is terminal
I've had a sex change
there is no Mid-East solution
we're first cousins
there is no Santa Claus
I'm allergic to your hamster
I love sanitation men
that I'm bionic
that the "Mr S Mrs. Show" stinks

8

your ring
your love-letters
your Darth Vader poster
your pet rock
to the commune
those slides of Catford
your dentures
to sleeping around
our matching Snoopy bibs
your ancestral truss
to Saturn
your bag of Smarties

9

your photo
those oil stocks
my virginity
your neighbour Ralph
the results of the blood-test
your left ear
your suicide note
your mother
my sanity
your ant colony
your police record
Murray's leotards

10

always treasure
never forget
try to blot out
inform the police about
always feel unclear about
never scoff openly at
make a movie based on
tell the "People" about
inform the asylum about
tell my priest about
be a lot better off without

11

friendship
senility
new life as a clone
Eskimo incarnation
dandruff
cocaine habit
passion for fieldmice
Harold Wilson imitations
embarrassing rash
eggplant fetish
screwing up World War II
hatred of Dublin Airport

12

Fondly
Sincerely
Painfully
Eat your heart out
With disgust
With great relief
Lp yours
Your undying enemy
Best to your frog Leonard
Now get lost
Good luck on your parole
Regards to your creepy family

If you're still in doubt as whether to buy an air conditioner or not, just step outside into the hot street and see the difference!!

So...? Did you see the difference??

I'll say I did!! I decided not to buy it from you!

The store across the street is selling the SAME air conditioner for £10 LESS!

You kids are keeping nice and cool in your Kiddie Pool, but I'm working up a sweat, mopping up after you every time you come in with your wet feet!

So I'm laying some NEWSPAPERS down on the floor! This ought to take care of the problem!

Hey, Mum! See what good kids we are!!

Yeah! We didn't get your newspapers wet!

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

COOLING OFF

ARTIST & WRITER DAVE BERG

It's so hot out, even with the car air conditioner going full blast, I feel uncomfortable!

Not to worry! There's going to be a big thunderstorm shortly, and the heat wave will be broken!

What are you... some kind of prophet or soothsayer? How do you know all this?

Simple! I just heard it on the radio!

Don't make me crazy!! I was listening to the same radio you were! I heard no such statement! What'd you hear?

Static...!!

Hey, this is your next-door neighbour, Roger Kaputnik! Your lawn sprinkler is lapping over onto my property over onto my property... and it's almost wetting down my patio!

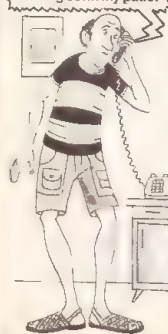
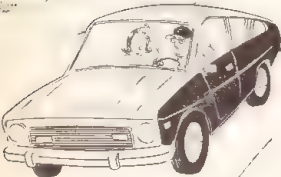
Gee, I-I didn't know that!

Well, you should!! I think it's very inconsiderate of you... especially on such a hot day!

I'm sorry! I'll go out and move it right away!

I wish you would!

About FIVE FEET CLOSER!!



It's freezing in here! Will you turn down that darn air conditioner!!

I just got it to a comfortable level, and you come in here and complain! You're always complaining! Night and day, you complain over every little thing!

This is a hell of a meaningful relationship we have! We can't even agree on the room temperature!

Why must we always fight? Why must I always give in?? Why can't we be civilized???

For once, I'll agree with you! You're right! Let's compromise! You'll do a little... and I'll do a little! Okay? First, you turn down the air conditioner!

Okay... that's what I'll do! Now, what'll YOU do?

I'll stop complaining!!



It's about time! Where in heck were you?

Stalled in the lousy rush-hour traffic! With these high temperatures, cars were overheating like crazy!

Well, that's too bad! All afternoon, I slaved over a hot stove to make you a nice meal! It's been on the dining room table for two hours, waiting for you!

It's too warm for a big, heavy, hot meal! Do you have anything cold...?

I sure do!

YOUR DINNER!!



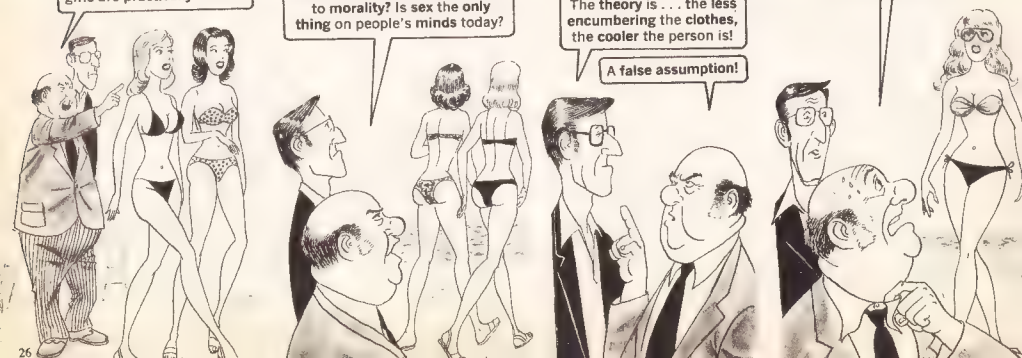
Will you look at that? Those girls are practically naked!!

Is there no modesty left? Is there no shame? What happened to morality? Is sex the only thing on people's minds today?

Calm down! Have a little empathy! It's 93 degrees! The theory is... the less encumbering the clothes, the cooler the person is!

A false assumption!

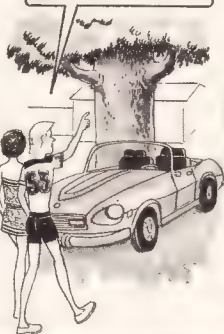
The cooler THEY get... the HOTTER I get!!



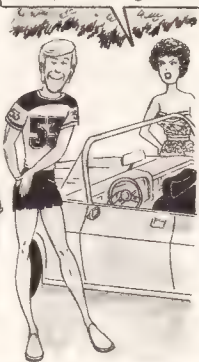
You know how it is when you get into a convertible that's been parked in the hot sun? You can burn your butt off!!



Well, this time, I used my noodle! I parked under a nice shady tree! Now, I can sit on the seat in comfort!



Don't be so smug! You're not the only smart thing around!



The birds ALSO park under nice shady trees!



Whew! This jogging is hot work!

Just keep thinking "ice cubes"! As soon as we get home, we'll go straight to the refrigerator and get out the ice trays!



I can remember popping an ice cube into my mouth and sucking on its cooling liquid! I can remember taking handfuls of cubes and rubbing them through my hair and around my face and down my neck and into the hollows of my armpits and over my chest and belly and down my legs! I can remember how refreshing it was!

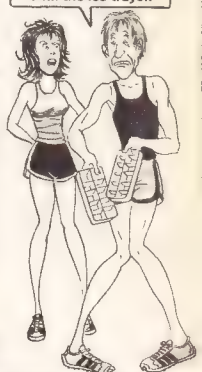


Boy, you sure have a graphic memory!



Why shouldn't I? I just did this yesterday, and—

I DIDN'T remember to re-fill the ice trays!!



Ahhhhhhh... this is delicious...



All day long... while I was sweating in that hot office, I kept promising myself the FIRST THING I was going to do when I got home was jump into the pool and cool off!!



Okay... that's enough cooling off! Dinner is on the table...



Coming...



What do you think you're doing . . . sitting around the living room in only your UNDERWEAR!?

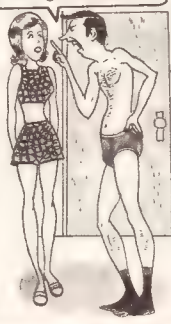
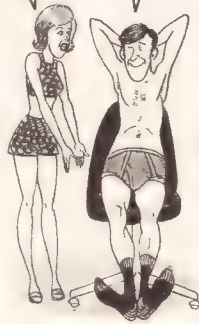
Making myself cool and comfortable!

But, what if company should come in!?

When I HEAR someone at the door, I'll dash into the bedroom!

Besides, I wish you'd GET OFF MY BACK! It's TOO HOT today for anyone to be visiting! NO-ONE's gonna COME IN!!

Did somebody say, "Come in!?"



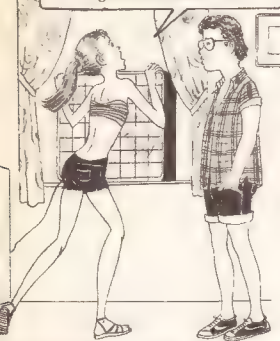
Oh-oh! We're gonna have a THUNDERSTORM! Which means—after this long heat wave—I'm gonna be nice an' cool!

You mean a cold front is headed this way, and when it meets up with all this hot air, it causes thunder and lightning and rain . . .

And that breaks the heat wave!

I don't know about any of those things! I only know I'm terrified of thunder and lightning!

So I hide in the basement, where it's nice an' cool!

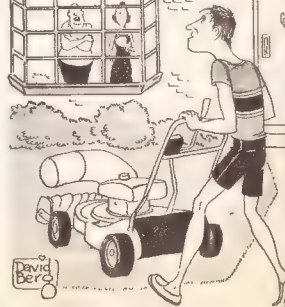
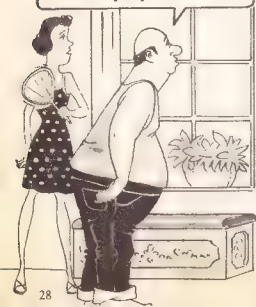


Hmm! Our friendly neighbour is coming up the path! You know, somehow, he makes me FORGET that this is the hottest day of the summer!

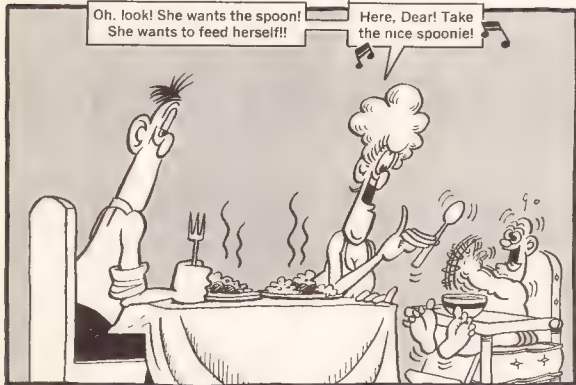
Somehow, he inspires cooling thoughts! Like LAST WINTER . . . with BELOW-ZERO temperatures . . . and DRIFTS right up to my belly-button!

How could our neighbour coming up the path do all that for you . . .??

He's finally gotten around to returning our SNOWBLOWER!



Here, Dear! Take
the nice spoonie!



GLOOP



SplonT



SPLORK



SPLAK



Isn't that marvelous?!? She can eat just like Mommy and Daddy!! Isn't she a big girl!!

GLORP



SPLORR

BLATCH

-BLIF

PLORE

BLAP

THWR

10



1

8

11

١٠

10

D. MARTIN.

MAD'S TABLE OF LITTLE- KNOWN AND VERY USELESS WEIGHTS, MEASURES & DISTANCES

ARTIST: BOB CLARKE

WRITER: JOHN FICARRA

198 SQUARE MILES



... is the amount of "Cling Film" the average person overpulls in a lifetime.

2.3 FEET



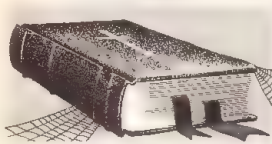
... is the total film footage devoted to the plot of an average porno movie.

822 MILLION CUBIC FEET



... is the amount of air displaced yearly by the burping of Tupperware.

12.5 GRAMS



... is the amount of dust that collects on the family Bible between readings.

3.4 INCHES



... is the diameter of the best part of the Farrah Fawcett Majors poster.

4.2 GALLONS



... is precisely how much the average person overwaters his plants each week.

3.8 MILES



... is the average length of all the varicose veins in your Grandmother's legs when they are laid out end to end.

14.2 MILES



... is the average distance travelled by an individual filmgoer in 1977 to avoid hearing "The Star Wars" theme.

5.6 OUNCES



... is the amount of sweat from your armpit that makes it all the way down to your waist over an average year.

1/2 OUNCE



... is the amount of liquor an average teenager drinks before he starts bragging to friends how drunk he really is.

5/8 INCH



... is the minimum average thickness of any book that a Teacher assigns you to read by the time the class meets again.

1/32 OF A POUND



... is the average weight of a famous fast-food chain's "Quarter-Pounder" hamburger, after it's finished cooking.

3.2 OUNCES



... is the average amount of wax that drips all over the icing on a Birthday cake before the candles are blown out.

5.8 CENTIMETRES



... is how far your rear-view mirror always moves from the time you leave your car until you get back into it.

2.3 INCHES



... is the average distance between the wall socket and how far the plug of your new appliance cord reaches.

127.8 MILES



... is the total distance an average person walks in his lifetime getting up to change the channel of a TV set.

4.6 BLOCKS



... is how far the average person will go out of his way just to walk by the entrance of an X-rated film theatre.

2.1 CENTIMETRES



... is how much the average student's earlobe is stretched after six terms of pulling it during examinations.

1.1 INCHES



... is the total average length of the "Obituary" of the most famous person you're ever likely to know personally.

3.2 OUNCES



... is the amount of spit you lick on your fingers when thumbing through an average copy of the Sunday Observer.

.571 MILES



... is the average distance a cockroach runs from the time you spot it till the time you finally grab the can of D.D.T.

3.7 INCHES



... is the average distance remaining between your hand and the car park's automatic ticket-dispensing machine.

9.5 GALLONS



... is the amount of beer-slops and sweat on the floor of a rugby team's changing room after a local derby.

12.9 FEET



... is the average length of festive lights you string up on the Christmas tree each year before you realize that you've started at the wrong end again.

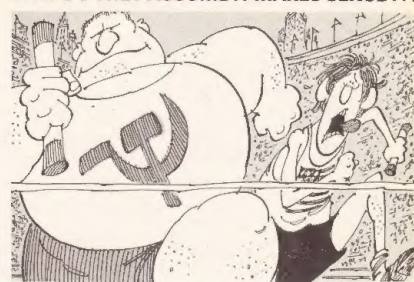


ILL LOGIC DEPT.

There was a time when Americans prided themselves on being practical, clear-headed people. Unlike the world's older societies, they didn't have the entrenched customs and fears that made them hang onto idiotic ideas just because their ancestors thought of them first. No, they were too flexible and open-minded to fall into that trap... until recently. Now, long years of listening to such fuzzy thinkers as politicians, news commentators and TV advertisers have finally made them all soft in the head. As a result, they've come to view life and the world around them with the same amazing lack of logic that they've learned from their leaders. If you have any doubts, just consider these generally accepted attitudes toward modern everyday life, (attitudes which apply equally well to us) and then ask yourself the question:

DO THEY WHY ASSUME IT

WHY DO THEY ASSUME IT MAKES SENSE...



... to pay the Russians a fortune for the TV rights to the 1980 Olympics so they can watch their athletes lose because they didn't have enough money to train properly?

WHY DO THEY ASSUME IT MAKES SENSE...



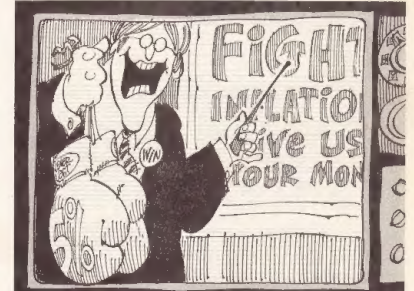
... to slave and sacrifice to get into an exclusive college with a world-renowned faculty, and then cut every class where the prof doesn't take attendance?

WHY DO THEY ASSUME IT MAKES SENSE...



... to blow their life savings on trips to Europe when it's possible to find places right at home where they can be overcharged, short-changed and treated with utter contempt?

WHY DO THEY ASSUME IT MAKES SENSE...



... to believe the bank TV commercials that tell them they can outsmart a 9% inflation rate by opening an account that pays only 5% interest?

WHY DO THEY ASSUME IT MAKES SENSE...



... to gamble at a Las Vegas Hotel that just built a brand new 50-million dollar annex with the profits it made from its gambling casino?

WHY DO THEY ASSUME IT MAKES SENSE...



... to give Latino kids an equal chance to get good grades by educating them in Spanish, when it means they'll have no chance to get good jobs later on because they can't speak any English?

WHY DO THEY ASSUME IT MAKES SENSE...



... to plan for the future when the TV news keeps telling them that everything they eat, wear or breathe could kill them tomorrow?

MAKES SENSE?

WHY DO THEY ASSUME IT MAKES SENSE ...



... to confuse themselves for years to come by converting to the metric system when it will only benefit the huge multi-national corporations that they've never been too crazy about anyway?

WHY DO THEY ASSUME IT MAKES SENSE ...



... to trust terrorists to keep bargains after they've already shown them not to trust them to behave rationally under any circumstances?

WHY DO THEY ASSUME IT MAKES SENSE ...



... to increase Social Security taxes while they cut income taxes, thereby leaving the same people broke ... but for a different reason?

WHY DO THEY ASSUME IT MAKES SENSE ...



... to spray American poisons on marijuana growing in Mexico when they know they can't stop the smugglers bringing the deadly stuff into their country and selling it to Americans?

WHY DO THEY ASSUME IT MAKES SENSE ...



... to allow famous lawyers the chance to gain publicity by defending homicidal maniacs, while minor offenders who may deserve a break usually don't have any lawyers at all?

WHY DO THEY ASSUME IT MAKES SENSE ...



... to stop having the kids inoculated against polio because they think other parents have had their kids inoculated, so there's nobody left to catch it from?

WHY DO THEY ASSUME IT MAKES SENSE ...



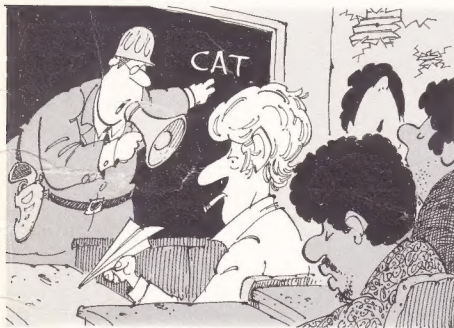
... to spend millions on a School Hot Lunch Program so kids can have nutritious meals, and then serve them watery muck which isn't nutritious at any temperature?

WHY DO THEY ASSUME IT MAKES SENSE ...



... for politicians who slander each other through the whole campaign suddenly to display great mutual affection by embracing in public the day after the election?

WHY DO THEY ASSUME IT MAKES SENSE ...



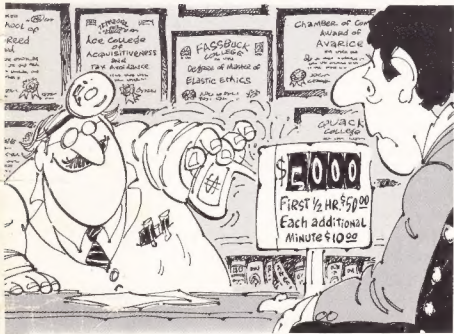
... to accept an inferior education for everyone as the price they have to pay for school integration that was supposed to bring a better education to everyone?

WHY DO THEY ASSUME IT MAKES SENSE ...



... to shame the British, French and Portuguese colonists into leaving Africa so it will be easier for the Cuban, Russian and Chinese colonists to come in and take over?

WHY DO THEY ASSUME IT MAKES SENSE ...

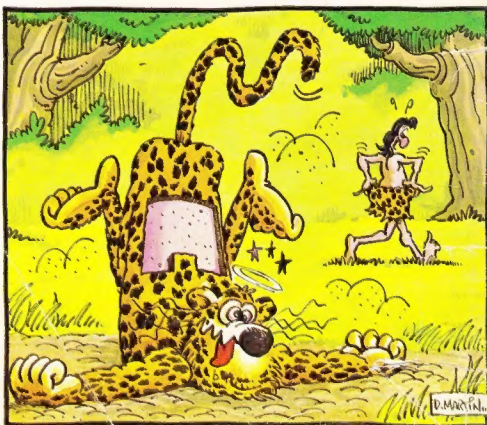
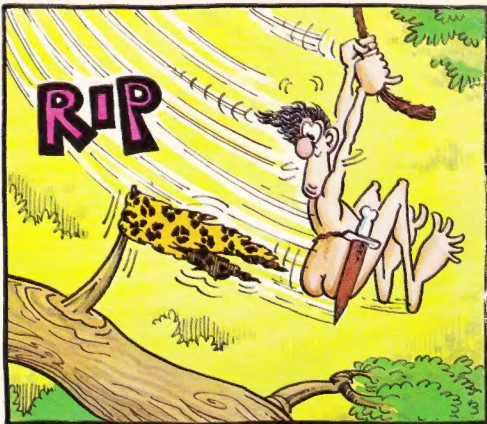


... for doctors to warn them endlessly about the evils of Socialised Medicine, when their outrageous fees are the main evil that is making Socialised Medicine inevitable?

WHY DO THEY ASSUME IT MAKES SENSE ...



... to accept guidance on social and political issues from folks like Redd Foxx, Danny Thomas and Jane Fonda?



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